



UNITED STATES PAVILION

**WORLD EXPO 88
Brisbane, Australia**

FINAL REPORT

PREFACE

1988 was the year of the Australian Bicentenary. Celebrations and activities were planned for every part of that great continent. World Expo 88, however, was by far the most spectacular of them all. For six months, over 18 million people were thrilled, dazzled, entertained, and informed by examples of how technology has influenced our concept of leisure. Through its exhibits and entertainment, World Expo 88 examined how leisure is pursued in countries around the world and how it has influenced mankind's cultural development.

In keeping with the fair's theme of "Leisure in the Age of Technology," the American Pavilion focused on "Sport and Its Science." The exhibition afforded the visitor a trip through the world of sport in America, illustrating the diversity that exists in the United States, the opportunity for anyone, regardless of age, sex, physical ability or interest, to participate in the sport of their choice. Our visitors also learned how science and technology have provided new ways to improve our lives, making them

more rewarding and more fun while enjoying better performance and physical fitness than ever before.

The American Pavilion entertained as well as informed. Considered one of the most popular pavilions by the crowds and listed by the official fair guide book as "one of the must see pavilions," over 4 million visitors toured the exhibition, participated in hands-on activities, viewed a spectacular video presentation and watched over a thousand American youths perform on the Sports Court in front of the Pavilion.

More important than its popularity was that the pavilion displayed, particularly to young Australians, the many traditional bonds and values our two democratic societies share. Many left the American Pavilion with a more positive attitude towards the United States, a better understanding of our country and a greater recognition of the need for continuing a strong alliance. This in itself served to satisfy one of the basic reasons for participation in World Expo 88.

WORLD EXPO 88

World Expo 88 was held from April 30 through October 30, 1988 in Brisbane, Queensland, Australia. The exposition was the largest single event of Australia's Bicentennial celebration and was officially opened by Her Majesty, Elizabeth II, the Queen of Australia.

Expo 88 was sanctioned by the Government of Australia and was declared an Official Bicentennial Event by the Australian Bicentennial Authority. It was registered in December 1983 by the Bureau of International Expositions, an organization vested by the Paris Convention of 1928 with the authority to approve official world's fairs. The Expo organizer was the Brisbane Exposition and South Bank Redevelopment Authority, which was established and constituted by the Queensland State Government under a legislative act entitled Expo 88 Act 1984.

World Expo 88's 98-acre site was located on the bank of the Brisbane River directly across from the city of Brisbane's central business district. With this central and easily accessible location the authorities projected an attendance of 7.8 million for the six-month exposition. The final attendance, in-

cluding VIP visits and staff, was 18,560,447. There were a total of 44 international participants and 23 corporate participants.

The theme of World Expo 88 was "Leisure in the Age of Technology." Leisure is a concept of universal understanding with no cultural or socioeconomic barriers. Through exhibits and entertainment, the Expo examined how leisure is pursued in other countries and it also provided insight into the way it has influenced mankind's cultural development. Because of the tremendous scope of the subject, three secondary themes were identified: "Leisure — The Universal Pastime," which afforded participants the opportunity to demonstrate the range of leisure pursuits available in their countries; "Technology — Creating and Created for Leisure," which concentrated upon how technology has changed leisure, as well as those recreational activities which have been created by technology; and "Leisure and Technology — The Future Together," which showed how both mankind and the environment were likely to be affected.



The U.S. Pavilion at World Expo 88.

UNITED STATES PARTICIPATION

On his visit to the White House on February 3, 1985, Prime Minister Robert Hawke was assured by President Ronald Reagan of United States participation in Australia's Bicentennial Celebration. This commitment was reinforced by USIA Director Charles Z. Wick upon his August 5, 1985 visit to the Expo site and Canberra, where he discussed United States participation with Prime Minister Hawke and Foreign Minister Bill Hayden.

From the point of national interest, there were sufficient reasons for the U.S. to participate in World Expo 88: comradeship in four wars in this century, close cultural and social ties and the essential and growing importance of our defense relationship.

American business investment in Australia is substantial, the highest in any Asian/Pacific country. Australia is also an important trading partner with which the United States had a \$2 billion trade surplus.

Ambassador Laurence William Lane, Jr., as one of his first official duties, announced the participation of the United States in World Expo 88 at the official flag-raising ceremonies on February 21, 1986. This gala occasion was attended by a large audience of Queensland's most prominent citizens. The Foreign Minister, the Queensland Premier, the Exposition Chairman and the Commissioner General for Expo delivered speeches welcoming Ambassador Lane and expressing their thanks for the United States commitment to participate in a major way. In celebrating official American participation,

the Expo organizers established in a dramatic fashion the importance of United States participation to Australia.

The U.S. Participation Agreement was subsequently signed by Commissioner General Art Linkletter, who had been appointed by President Ronald Reagan, at a press conference on February 18, 1987.

In September 1985, Congress authorized reprogramming \$2.6 million of USIA funds as FY 86 development funds. USIA requested a projected total of \$8.2 million to be allocated over the next three years. Of the total of \$8,126,020 in appropriated funds, the budget was reduced by \$1,180,000 as a result of the Gramm-Rudman restrictions. Additional means of financing the project were explored and applied. Cash contributions and space rental fees that were charged to the three Pacific Rim States, Alaska, California, and Hawaii, plus a restaurant concession provided an additional \$470,600. The private sector generously contributed cash or loaned materials and services valued at \$2,945,467. USIA formed a contractual partnership agreement with Rathe Productions, Inc. based upon the premise that certain responsibilities associated with the design, production, and management of the exhibition would be shared, thus reducing USIA's financial responsibility. The total value of the public and private resources applied to the U.S. Exhibition at World Expo 88 was \$9,742,067.



Commissioner General Art Linkletter addressed the crowd at the U.S. Pavilion Opening Day Ceremonies.

UNITED STATES PAVILION



The United States Pavilion was the largest international pavilion at World Expo 88 occupying an area of 40,903 square feet. It was located on the river and along one of the main site traffic routes. A large stylized logo on the front and back identified the pavilion.

The theme of the United States Exhibition was "Sport and Its Science" which supported the Expo's theme of "Leisure in the Age of Technology." It was intended to impress upon the audience the tremendous variety and multiplicity of sports in America; the similarity of Australians and Americans in their attitude towards sports, particularly the commitment to use sports to promote participation, opportunity and achievement for every citizen; to illustrate that there is a humanitarian interest in the safety of our athletes; and that tremendous

amounts of time, money and effort are expended by our scientists, technicians and members of the medical profession as they develop new equipment, utilize new materials and develop new training methods to insure the safety and increased performance of athletes and sports enthusiasts the world over.

To ensure that the theme would be creditably and accurately presented, the U.S. Olympic Committee, in cooperation with the Woodrow Wilson International Center for Scholars and the American College of Sports Medicine, hosted a seminar at the Olympic College in Colorado Springs. The seminar was attended by members of the USIA Expo 88 team, Rathe Productions and 25 leaders from every area of the sports world.



The Boeing Dare Devils dazzled the crowd on the Sports Court on Opening Day.

UNITED STATES EXHIBIT

After passing through the queuing area, which was adjacent to the sports court, visitors were welcomed to the pavilion by a graphic symbol of the American and Australian flags framing a portrait of President Reagan and his welcoming message. Surrounding this panel were pictures of past Presidents engaged in sports activities. Photos depicting athletic events popular among both Australians and Americans and the "People Wall," a photo montage depicting a cross-section of smiling Americans participating in a variety of sports activities, introduced the visitor to the pavilion.

Moving on through a stylized American street scene the visitor saw some of the toys used in early childhood. Continuously cycled slides of children at play accompanied by their voices recreated the motion and rhythm of the athletic activities youngsters first engage in.

A stylized grandstand filled with spectators in school and team colors served as an introduction to the area devoted to school and community ac-

tivities. The wide variety of interscholastic and community sports from T-ball and Little League baseball through school organized sports played were illustrated through photos, team pictures, equipment and trophies, plus videotapes of Little League World Series Championship games.

The visitor then entered the Arena, a vast hall ringed with portals, each leading to an area devoted to specific sports activities. In the center, a sculpture composed of a myriad of the newest and most technologically advanced sporting equipment for water, land, and air activities soared 30 feet in height. Among the items displayed were water and snow skis, surfboards, a snow mobile, golf cart and clubs, parachutes, sailboats, a canoe, hovercraft, a hot air balloon, scuba diving gear, a hang glider, playground and camping equipment, bowling ball and pins, children's toys and more. Encircled by a "track" of Duragrid tiles, the visitor felt as if he or she was inside a stadium.



USIA Deputy Director Marvin Stone addressed World Expo 88 officials and invited guests at the U.S. National Day Ceremonies.

One of the major highlights of the exhibition was "Spirit," an 8½ minute video projected on a 20 ft. x 20 ft. screen inside a theater. Hundreds of different sports and recreational activities were portrayed in this breathtakingly fast-paced video, allowing the visitor to "feel" the speed, grace, skill, excitement, and, at times, whimsy in this panorama of America's world of sport and recreation.

The "Pro's" area contained a miniature professional sports hall of fame featuring football, baseball, tennis, basketball, rodeo, golf and ice hockey. Display cases contained photos of contemporary and past stars, modern and antiquated equipment and rarely seen treasures such as Ted William's baseball glove and Arnold Palmer's Masters jacket. Videos of spectacular football, baseball and basketball games ran continuously, depicting the hard work, skill and mental and physical demands of top-flight competition. Another highly popular video featured football and baseball "bloopers." The newest in protective equipment worn by football players was displayed on a life-size mannequin. A fifth video featured key Kentucky Derby races. Overhead an array of jerseys worn by professional football and basketball teams along with team flags and pennants created a colorful and festive air.

The portal entitled "The Olympians" led the visitor into an area featuring past and present American Olympic champions including the Special

Olympics. In addition to photos and videos of the 1984 Summer and Winter Games, an Olympic Gold medal won by swimmer Tracy Caulkins, who worked at the U.S. Pavilion, was prominently displayed. During the 1988 Summer Games in Seoul, the guides posted the results as soon as they came in.

The "Strike Zone" was a hands-on area where visitors could throw a baseball, have the speed measured by a radar gun, displayed via a digital readout and compared with the performance of some of the best professional baseball pitchers.

The "Sports Technology" area educated the visitor on the development and refinement of sports equipment, emphasizing the contribution science and technology, including spin-offs from our space program, have made to the safety and improved performance of our athletes. The evolution of athletic footwear, tennis rackets, football helmets, baseball gloves, and wheelchairs for athletes as well as a table tennis robot, an aerodynamically designed racing bicycle and computer-assisted designed sailboat were featured. A golf swing analyzer with computer readouts allowed visitors to test their skill at golf.

Upon entering "Sports Science and Medicine" the visitor walked into a mini-theater where a 12-minute 16-projector slide show presented the history, development and meaning of sports science and medicine. This audiovisual presentation was supplemented with panel displays, each of which



A bird's-eye view of World Expo 88.

was devoted to a different subspecialty of sports science and medicine. The visitor was invited to sit in a specially designed chair used by athletes to enhance biofeedback and relaxation.

The "Personal Fitness" portal led the visitor to examine the newest computerized exercise equipment. Text plaques and guides explained not only how to operate the equipment but how each machine worked to develop the specific body part for which it was designed. Periodically, the guides gave live demonstrations on the equipment. Also included in this area was an amusing and informative video on the history of personal fitness and information on the importance of exercise and proper nutrition.

The final section of the pavilion "Sports Travel-USA," consisted of a large, wall-mounted map of the United States flanked by four projection screens. In front touch-screen computers and printers encouraged visitors to take a closer look. Highlighted on the map were specific locations in the U.S. best known for various sporting activities such as fishing, white water rafting, golf, tennis, skiing, hiking and

swimming. Videos projected on the screens provided the visitor with a scenic and recreational tour of the United States. The touch-screen computers allowed the visitor to select a sport and a location after which information on that sport and location would be displayed on the screen. The visitor could elect to obtain a print-out of this information plus flight information from Australia to the particular destination in the U.S.

In front of the pavilion was the "Sports Court" made of a special plastic surface, where more than 1500 young American athletes including powerlifters, gymnasts, rope jumping teams, wheelchair athletes, volleyball and basketball teams and "hacky sack" players demonstrated their skills daily. A total of eighty-four teams, representing thirty-five American sports dazzled the Expo audience daily for the six months of the Expo.

The states of Alaska, California and Hawaii had a separate Pacific Rim exhibit within the U.S. Pavilion that occupied approximately 8,000 square feet. These exhibits provided the audience with overviews of the various sporting and recreational activities available in each of these three states.



U.S. Pavilion guides demonstrate the latest computer programmed exercise equipment.



Music was provided by the U.S. Seventh Fleet Jazz Band during the U.S. National Day celebration.

Alaska staffed its exhibit by bringing in leading Alaskan citizens to act as guides. These included businessmen and women, bankers, native Alaskans and even a city mayor. Each group stayed for one month. The guides complimented photos and tapes of Alaska's residents. Via audio-video displays visitors met Alaska's Governor, a rugby player and a deep sea diver who frequently discharged his duties in blue jeans and cowboy boots. They also met the Inuit Eskimo leader who led one of the state's largest native corporations to financial success. A dog sled from the 1,600 km Iditarod race, an antique hand-made kayak and a giant stuffed Kodiak bear were among the exhibit's highlights.

The latest in computer technology gave visitors to the California exhibit a unique tour of the State and its abundant sports and recreation attractions. A 6½ minute giant screen video shot from a Landsat satellite had the viewer swooping down from space then gliding across the beaches and mountains of California before zooming down to ground level at various destinations. Using the latest in laser disc technology, interactive Apple computers allowed the visitor to select sports activities on air, land or water.

A huge lighted resin sculpture of the legendary Duke Kahanamoku — the man credited with teaching Australians to surf — introduced the visitor to the Hawaiian exhibit. His original surfboard was dis-

played along with a number of contemporary boards that illustrated the contribution technology has made to surfing. Colorful montages, collages and video presentations depicted not only surfing, but also yachting, biking, hiking, fishing, hang-gliding, snorkeling and snow skiing to acquaint the viewer with the variety of sport and recreational activities available in the Hawaiian Islands.



Deputy Commissioner General Katy Kalb greets B. W. Ahn, Korean Minister for Trade and Industry.



Ambassador Art Linkletter, the U.S. Commissioner General, welcomes his Canadian counterpart, Rick Hansen, on a visit to the American Pavilion.

The "Americana" Restaurant was a two story enterprise located at one end of the American Pavilion. The restaurant was divided into six separate ordering and serving areas, each of which had its own distinct facade representing a different area of the United States and serving food from that area. This provided the customer with a very large and varied menu as well as a colorful and exciting

ambiance quite different from any other restaurant at Expo. Seating was provided on the ground floor and the mezzanine, both of which had large windows affording the customers a view of the Brisbane River and downtown Brisbane. Additional seating was available on an outside terrace. The restaurant also included a gift shop.



World Expo 88 Chairman Sir Llewelyn Edwards officiates at the opening of the "National Campaign Against Drug Abuse" in the Commissioner General's Lounge.



The interior of the "Americana" restaurant with its regional facades.



The "Pro's" area displayed the equipment, color, excitement and humor associated with professional sports.

COLLATERAL PROGRAMMING

A key element to the success of the United States participation in World Expo 88 was the extensive collateral programming, designed to reach an audience not only in Brisbane, but throughout Australia. These "outreach" activities started prior to Expo's opening with our participation in the Battle of the Coral Sea commemoration and the celebration of Australian American Week. Members of the U.S. Pavilion staff, working in conjunction with the American and Australian organizations, participated in the week long activities.

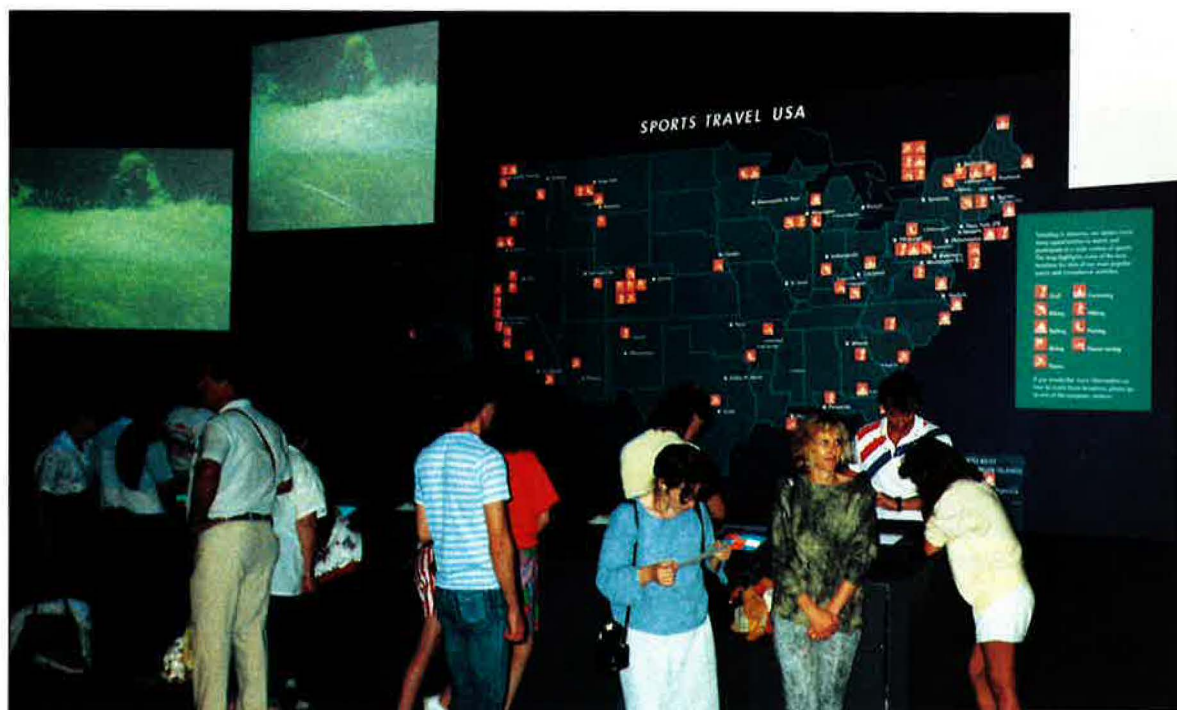
The day prior to opening, members of the Australian press, radio, and television were given a preview tour of the U.S. pavilion. Media coverage was continuous during the entire six months of Expo.

The Opening Day Ceremony of World Expo 88 was held on April 30, 1988 and was officiated by Queen Elizabeth II and the Duke of Edinburgh. Acrobats, folkloric dancers, and an international peace choir performed for more than 6,000 VIP's at the River Stage and via television for an estimated 800 million people around the world.

The day before, the United States Pavilion held its Opening Day ceremonies. U.S. Commissioner General Art Linkletter; USIA Exhibits Service Director William Jones; Expo 88 Commissioner General Sir Edward Williams; World Expo 88 Chairman Sir Llew-

elyn Edwards; Alaska Commissioner Robert Atwood; California Commissioner John Hay; Hawaiian Commissioner Fred Smales; and Ambassador Laurence William Lane officiated at the ceremony which was attended by 400 invited guests. A performance by the Cappucino Band and a sports demonstration by the Boeing Dare Devils were given on the Sports Court; the invited guests were then given a guided tour of the pavilion. The doors of the pavilion were then opened to the public. During the next six months, approximately five million people would pass through these doors.

The U.S. Pavilion and the Alcohol and Drug Foundation of Queensland co-sponsored an international conference on "Drugs, Society, and Leisure," from June 26 to July 1, 1988, which addressed numerous issues related to alcohol and drug abuse with a particular emphasis on drugs in sports. This conference was endorsed by the Australian Bicentennial Authority, the Expo 88 Authority, and the Australian Federal Campaign Against Drugs. U.S. Commissioner General Art Linkletter, two experts from the United States, Dr. Richard Strauss, a noted authority on drugs in sport, and Susan Newman, former Executive Director of the Scott Newman Foundation, participated in the week long conference. The conference concluded with Commissioner General



Videos and interactive computers provided the visitor with a scenic tour of the United States and also provided information about various sports and recreational facilities across the country.

Art Linkletter hosting a WORLDNET that linked Canadian and American drug abuse experts in USIA's WORLDNET studios in Washington, D.C. with their Australian counterparts located in Brisbane.

United States National Day at Expo 88 took place on July 4th. It commenced with a speech by USIA Deputy Director Marvin Stone and World Expo 88 officials in the Amphitheater. After a VIP luncheon in the Queensland Pavilion, an ice cream social sponsored by Baskin-Robbins was held in the U.S. Pavilion for invited guests. The U.S. Seventh Fleet jazz band performed on the Sports Court and in the evening gave a public concert in the Piazza. The Watsonville Community Band, the Greeley Chorale and the Las Plumas Band also performed during the National Day Ceremonies. The day concluded with a staff party in the U.S. Commissioner General's Lounge.

Fifteen experts in different fields of sports and sports medicine were invited to participate in a lecture program developed by the U.S. Pavilion

staff. These specialists participated in colloquia in the U.S. Pavilion's Commissioner General's Lounge, where seminars and discussions brought Australia's top sports scientists and American specialists together.



The "Alaska" exhibit combined the old and new in displays and exhibit technology.



This 30 foot high sculpture composed of a myriad of the newest sporting equipment developed by modern technology for water, air and land activities dominated the center of the exhibit.

Some of our specialists addressed international conferences and worked on ongoing research projects of interest to both countries while others were involved in national level sports training programs with the Australian Institute of Sport and helped train human movement faculty in universities throughout Australia.

For the entire six months of Expo, the U.S. Pavilion's Commissioner General's Lounge was the hub of numerous activities including visits by foreign dignitaries and international CEO's, programs hosted by our state participants and corporate sponsors, U.S. Pavilion media relations activities, and the U.S. Pavilion outreach program. Some highlights of these activities included the American Legion Award Night; Alaska, California, and Hawaii State Day receptions and business conferences; meeting

of the executive board of the Fulbright Commission/Australian-American Education Foundation; luncheon for the World Conference of Development Banks; American Chamber of Commerce and Australian American Association monthly receptions; the Royal Brisbane Hospital Foundation press conference; Hewlett-Packard business seminar; Bausch and Lomb sponsored lecture and reception; press conference with the Chairman of the President's Council on Physical Fitness and Sport Richard Kazmaier and the Holy See, Solomon Islands and Western Samoa and Fiji National Day receptions. In addition, a steady stream of U.S., Australian, and international VIP's were welcomed to the U.S. Pavilion and Commissioner General's Lounge prior to being escorted on a tour of the U.S. Pavilion.

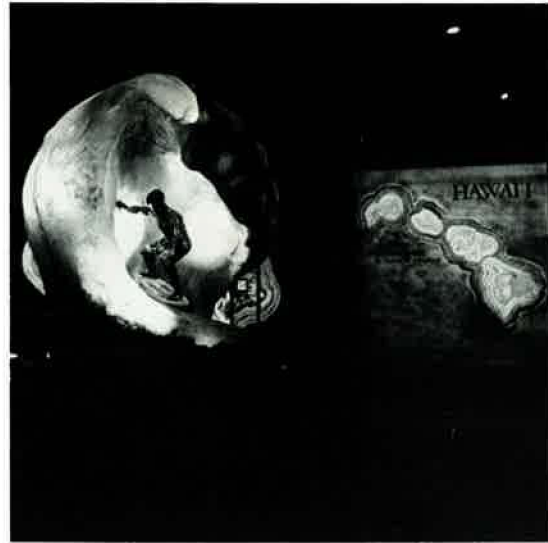


The latest in video and computer technology gave visitors to the "California" exhibit a unique tour of the state and its many attractions.

VIP VISITATIONS

The U.S. Pavilion had more than its share of visits by prominent dignitaries including heads of state, U.S. Congressmen, representatives of many countries, high ranking members of the U.S. military, local and national ranking Australian government members, plus legions of academic, business, and political figures from several countries.

Distinguished visitors to the U.S. Pavilion at World Expo 88 included, from Australia, Sallyanne Atkinson, mayor of Brisbane, Michael Ahern, Premier of Queensland, Gareth Evans, Minister of Foreign Affairs, and numerous other cabinet officials and parliamentarians; from the United States, Attorney General Dick Thornburgh, Chairman of Joint Chiefs of Staff Admiral Crowe, Air Force Secretary Bob Aldridge, former Defense Secretary Caspar Weinberger, Congressmen Oberstar, Torres, Williams, Richardson, Brooks, Boehlert, Anthony, Lewis, Pickle, Boland, Wilson, Porter and Wright, and Governors Deukmejian of California, Waihee of Hawaii and



Colorful montages, collages and video presentations acquainted the visitor with the beauty of Hawaii as well as the vast variety of sport and recreational activities available.



California Governor and Mrs. George Deukmejian, Deputy Commissioners Allen Goldstein and Juanita Harris and the guides of the California exhibit.

Harris of Georgia; as well as Donald Mazankowski, Deputy Prime Minister of Canada, Sir Kingsford, Governor General of Papua New Guinea, and the

Prime Minister of Western Samoa, and cabinet members from Spain, Kenya, New Zealand, Malaysia, Korea, Sri Lanka, Norway and Indonesia.



Commissioner Fred Smales, Hawaiian Governor Waihee and Deputy Commissioner Thom McGarvey celebrating Hawaii Day in the Commissioner General's Lounge.



U.S. Pavilion guide explains American football to Gordon Reid, Governor of Western Australia.

OPERATIONS

USIA entered into a contractual partnership agreement with Rathe Productions, Inc. that changed the operations responsibilities normally associated with participation in a world's fair. Under this agreement, USIA was responsible for providing an operations staff consisting of two Deputy Commissioners General, an Executive Officer, a Pavilion Director, a Program Coordinator, a Corporate Liaison Officer, and a Secretary. The USIA staff's basic responsibilities were to oversee the operations functions performed by Rathe Productions, Inc., assuring conformity to the contractual agreement.

The USIA staff was also responsible for overseeing the operation of the American Restaurant located within the U.S. Pavilion. The restaurant concession was operated by Sanders International Ventures.

Rathe Productions, Inc. was responsible for the pavilion construction, exhibit installation, and operational functions such as maintenance, security, and cleaning. Rathe was also responsible for hiring and supervising personnel associated with the pavilion operation including guides, guide supervisors, lounge hostesses, cleaning and maintenance personnel, and a pavilion manager.

PUBLIC AND MEDIA RESPONSE

The United States Pavilion recorded approximately five million visitors, over one-quarter of the total Expo attendance. Findings from a May-June USIA sponsored survey of Australian visitors to the U.S. Pavilion indicated that visitors rated the U.S. Pavilion a solid "good." Similarly, an overall Expo-wide survey ranked the U.S. Pavilion among the top ten in popularity and "one of the three most enjoyable" exhibits. For many younger Australians, the U.S. Pavilion ranked at or near the top. A majority (56%) of the visitors felt the U.S. contribution to Expo met or exceeded their expectations; however, a minority (43%) were disappointed because it emphasized sports to the exclusion of other aspects of the country.

Opinions gathered before and after reviewing the exhibition provided an objective measure of the exhibition's effectiveness in conveying specific thematic messages, showing increased or reinforced favorable opinions. Gains ranged from modest (on perceptions of American sports participation and technology's contribution to the quality of leisure time sports) to large (technology's contribution to individual performance and sports safety). There also appeared to be an exhibition effect on a subtler message — i.e., strengthening visitors' perceptions of shared values with Americans, as ten percent (20% of those aged 18-24) reported it raised their opinion.

Media coverage of the U.S. Pavilion was quite extensive, in fact, it was one of the most popular international pavilions for both domestic and foreign media coverage during the fair. The result was frequent coverage by TVO/Ten Network, QIQ Channel 9, major Australian network TV programs such as Today, Good Morning Australia, Beyond 2000, Expo This Week, 7:30 Report, and Carroll at Seven. Additional coverage was provided by TV New Zealand, Australian Broadcasting Corporation Radio, Gold Coast Broadcasting Company, the Australia Post, Sunday Morning Herald, and the Associated Press. Numerous international television stations, such as Japan's NHK TV, Poland's "SONDA", and Korean Broadcasting System, made video tapes to be shown in their respective countries. The U.S. Pavilion was even favorably reviewed in the USSR's principal sports magazine.



CONCLUSION

The United States Pavilion at World Expo 88 achieved its primary objective.

The U.S. Pavilion not only was one of the most popular pavilions at Expo 88, but through extensive media coverage was able to convey its messages to audiences throughout the continent of Australia as well as to many other countries.

→ Our participation in World Expo 88 was a fitting tribute to Australia's Bicentenary and certainly served to further strengthen the bonds of friendship between the two countries. Further, with the large private sector participation it exemplified the close relationship and spirit of cooperation that exists between the United States Government and the private sector.

NATIONAL & INTERNATIONAL PARTICIPANTS

NATIONAL

Australia
Australian Capital Territory
New South Wales
Northern Territory
Queensland
South Australia
Tasmania
Victoria
Western Australia

INTERNATIONAL

Alaska	New Zealand
British Columbia	Pakistan
California	Papua New Guinea
Canada	Philippines
China	Singapore
Cyprus	South Korea
European Community	South Pacific
France	Spain
Greece	Sri Lanka
Hawaii	Switzerland
Hungary	Thailand
Indonesia	United Kingdom
Italy	United Nations
Japan	United States of America
Japan Technoplaza	Union of Soviet Socialist Republics
Kenya	Vatican
Malaysia	West Germany
Nepal	Yugoslavia

CORPORATE

Australia Mining Showcase
Australia Post
Cadbury Confectionary
Communities of Australia
Ford
Fijitsu
IBM
Mater Misericordiae Public Hospitals
Pavilion of Promise
Primary Industries
Queensland Newspapers
Queensland Teachers Credit Union
Queensland Maritime Museum Association
Royal Australasian College of Surgeons
Service Clubs
Suncorp Univations
Telecom
The Plaza
Universal Telecasters
Westpac Banking Corporation

U.S. PAVILION PRIVATE SECTOR SUPPORT

Contributor

Abu-Garcia Pty. Ltd.
Action Trampolines & Gymnasts Equipment Pty. Ltd.
Advantage Fitness/Advantage Entertainment, Inc.
Amateur Sports Development USA
American College of Sports Medicine
AstroTurf Industries, Inc.
Augusta, Georgia National Golf Club
Avon Products, Inc.
Basketball Hall of Fame
Baskin-Robbins International Company
Bausch & Lomb International Division
James B. Beam Distilling International Company
Bell Helicopter Textron Inc.
Bell Helicopter Pacific, Ltd.
Bennett Sculpture
Bike Athletic Company
The Boeing Company
Bombardier Corporation

Donation

Fishing Equipment
Gymnastic Equipment
QUIK-FIT kits (VIPs)
Coordinated Sports Teams
Consultation
Cash
"Masters" jacket
Cosmetics (guides)
Artifacts
Sponsor National Day
Sponsor speaker
Liquors
VIP Helicopter Rides
VIP Helicopter Rides
America's Cup Sculpture
Athletic gear
Cash and Artwork
Snowmobile



Contributor

The Bonneau Company
 Richard Braithwaith Pty. Ltd.
 Brown-Forman International, Ltd.
 Brunswick Bowling and Billiards Corporation
 Business Council for International Understanding, Inc.
 Byrne Ford Pty. Ltd.
 California Classic Seltzer
 The Coca-Cola Company
 The Coleman Company, Inc.
 Colorado Ski Museum
 Continental Airlines
 Creative Systems
 Trammell and Margaret Crow
 Diving Equipment Manufacturers Association
 Du Pont Company
 Duragrid (Australia) Pty. Ltd.
 Eastman Kodak Company
 Easton Aluminum
 Electro-Voice, Inc.
 Everest & Jennings, Inc.
 E-Z-Go Textron
 Football Hall of Fame
 Franklin Sports Industries, Inc.
 Freeport-McMoRan Inc.
 Lou Garcia & Associates
 Gatorade Thirst Quencher
 Gill-Pacer Track & Field
 G. Heileman Brewing Co.
 Guild Wineries
 Herman Miller, Inc.
 Hewlett-Packard Company
 Hewlett-Packard Australia Ltd.
 High Tech Fitness, Inc./Patrick Netter & Associates
 Hillerich & Bradsby
 Humanoid Systems
 Institute of Business Designers
 International Tennis Hall of Fame
 K2 Corporation
 KangaROOS USA, Inc.
 Kazmaier Associates, Inc.
 Kennecorp
 Kustom Electronics, Inc.
 Ambassador and Mrs. Laurence William Lane, Jr.
 Life Fitness, Inc.
 Major Leagues Baseball Productions
 Maynard Racquet Corporation
 The McLendon Companies
 Miller High Life News Bureau
 Minnesota Mining & Manufacturing (3M)
 Mission Bay Sports Center
 Robert Mondavi
 Mystic Seaport Museum, Inc.
 National Aeronautics and Space Administration
 National Association for Girls & Women in Sport
 National Baseball Hall of Fame and Museum, Inc.
 National Basketball Association
 National Football League Films
 National Football League Properties, Inc.
 National Museum of Roller Skating
 NIKE, Inc.

Donation

Sunglasses
 Ski boots
 Liquors
 Bowling equipment
 Consulting
 Auto Rental
 Athletic Sponsorship
 Cash & Soft drinks
 Sports Equipment
 Artifacts
 Airfare & freight
 Playground equipment
 Cash
 Scuba Gear
 Cash & Video
 Sport Court
 Photo equipment & processing
 Sports equipment
 Loudspeaker system
 Wheelchair for athletes
 Electric golf car
 Artifacts
 Sports equipment
 Cash
 Consulting
 "Gatorade", cups, coolers
 Photos, sports equipment
 Beer
 Champagne
 VIP Lounge furniture
 Computer equipment & software
 Computer equipment & software
 Books for VIPs
 Baseball equipment
 "Humanoid" dummy
 Consulting
 Artifacts
 Skis
 Athletic shoes
 Consulting
 Key chains
 Radar guns, tripods, display screens
 Cash
 Fitness equipment, cash
 Video
 Tennis racquet
 Audio tapes
 Cash
 Audio visual exhibit
 Model of "Stars & Stripes"
 Wine
 Model of yacht "America"
 Moon Boot
 Slides
 Artifacts
 Athletic wear, photos, banners
 Videos
 "Give-aways" (VIPs)
 Roller Skates
 Photos

Contributor

North Sails Group, Inc.
 North Sails Australia
 Northwestern Golf Company
 Arnold Palmer
 Parker Pen USA, Ltd.
 People-to-People Sports Committee, Inc.
 Performance Designs, Inc.
 President's Council on Physical Fitness & Sports
 Prorodeo Hall of Champions & Museum of the American Cowboy
 Raleigh Cycle Company of America, A Division of Huffy Corporation
 Reebok
 Arthur Reef International Consultancy
 Rogers and Cowan, Inc.
 Rollerblade/North American Sports Training Corporation
 Rusty Surfboards
 Sail America Foundation
 SCAT Hovercraft, Inc.
 Science Applications International Corporation
 Seagrams Overseas Sales Company
 Sensory Environment Engineers
 Sheaffer Pen Textron
 Sheraton, The Hospitality People of ITT
 Shure Brothers, Inc./Audio Engineers Pty. Ltd.
 William E. Simon
 SITCO T.T. ROBOTS
 Spaulding Sports Worldwide
 Special Olympics
 Sport for Understanding Australia, Inc.
 Sport for Understanding International Exchange
 "Sporting Goods Dealer"
 Sporting Goods Manufacturers Association
 "Sports 'n Spokes"
 Sports Technology, Inc.
 S-R Industries, Inc.
 Supercruiser, Inc.
 Taskforce Defence
 Toss Back
 United States Association of Independent Gymnastics Clubs
 United States Hockey Hall of Fame
 United States National Park Service
 United States Olympic Committee
 "USA Today"
 Wallaby G. Promotions, Pty. Ltd.
 The Washington Capitals
 WestPac Banking Corporation
 WHAM-O
 Wills Wing, Inc.
 Wilson Sporting Goods Company
 Women's Sport Foundation

Donation

"Stars and Stripes" spinnaker
 "Stars and Stripes" spinnaker
 Golf clubs
 "Masters" jacket
 Ballpoint pens/logo
 Coordinated sport teams
 Parachute
 Consultation
 Artifacts
 Bicycles
 Guide uniforms, shoes, artifacts
 Consulting
 Consulting
 Rollerblade skates, teams
 Surfboards
 "Stars and Stripes" spinnaker
 Hovercraft
 Slides
 Liquor
 "Alpha" Chairs, biofeedback equip.
 Ballpoint pens/logo
 Cash
 Sound system
 Cash
 Table tennis robots
 Sports equipment
 Photos
 Coordinated sports teams
 Coordinated sports teams
 Free subscription
 Consultation
 Photos
 Golf swing analyzer
 Sling shots
 Scooters
 "Stars and Stripes" spinnaker
 Basketball backboards
 Coordinated sports teams
 Artifacts
 Photos
 Consultation
 Photos
 Hacky Sacks
 Photos
 Consultation
 Frisbees
 Hang glider
 Sports equipment
 Video, photos



U.S. PAVILION STAFFING

USIA STAFFING

Administration

Art Linkletter	- Commissioner General
Katy Kalb	- Deputy Commissioner General and Project Director
Ernest B. Gerran	- Deputy Commissioner General and Deputy Project Director
Anita Grinvalds	- Pavilion Director
Pamela Megginson	- Executive Officer
Andy Jay	- Program Coordinator
Lisa Nachman	- Corporate Liaison Officer
Karen Kilback	- Secretary
Julie Chesteron	- Secretary
Kristie Kristofferson	- Receptionist

RATHE/CAMPBELL STAFFING

Administration

Emmett Cunningham	- Executive Vice President
Mike Smith	- Project Director
Jeff Fannon	- Pavilion Manager
Herman Quon	- Pavilion Manager
Nick Rogers	- Pavilion Manager

Exhibition Design	- 3D International
-------------------	--------------------

Protocol

Elizabeth Barnett	Tracy Caulkins
Kellie Boyes	Ted Grouya
James Chancellor	Todd Tanguay

Commissioner General's Lounge Hostesses

Yleanna Camara	Lori Petraitis
Linda Rhodes	Elyse Meuer

Guide Supervisors

Paul Jannis	Katya Spielberg
Tim Robinson	

Pavilion Guides

Josh Ariens	Monica Lisboa
Cindy Arnaud	James Lynch
Brian Bailey	Ray McFarland
Mike Barr	Tracy McMenimon
David Bobanick	Shari Markson
Carrie Browning	Kellie Pond Martin
Scott Campbell	Ami Phillips Moore
John D'Amico	Lisa Myers
Jacque Dacey	Franz Neuirth
Diane DeCecco	Bob O'Neil
Rory Embuido	Judee Olechno
Pat Fountain	Darryl Pace
Lori Goerger	Steph Platt
Bruce Grady	John Polidoro
Sue Hagerly	Danny Poole
Teri Ann Howe	Rita Rainnie
Matt Hoyle	Jodene Rolfe
Michael Jensen	Scott Schroeder
Mark Leonard	Denise Weinreis

ALASKA PAVILION STAFFING

Robert Atwood	- Commissioner
Jane Angvik	- Deputy Commissioner
Mari Jayne Armstrong	- Commissioner's Assistant

Guides

Franklin Andrews	Patricia Macklin
Richard Linton	Molly Moses
Bea-Alise Loomis	

CALIFORNIA PAVILION STAFFING

John Hay	- Commissioner
Allen Goldstein	- Deputy Commissioner
Juanita Harris	- Deputy Commissioner

Guides

Caryn Abrams	Chelsea Lopes
Darrin Adams	Charlotte Miller
Wendy Ford	Emily Rodgers
Tracy Jungers	

HAWAII PAVILION STAFFING

Fred Smales	- Commissioner
Thom McGarvey	- Deputy Commissioner

Guides

Lee Alcon	Eric Larsen
Sheila Awong	Scott Seto
Denise Bevacqua	Brad Kalani Snelling

SPORTS COURT PERFORMERS

The USA Footbag Team
 Team Rollerblade USA
 The Boeing Daredevils
 Nevada State Junior Wrestlers
 Moanalau High School Band
 Iowa Skippers
 Kennedy High School Band
 Amateur Sport Development
 USA Women's Volleyball team 1
 Amateur Sport Development
 USA Women's Volleyball team 2
 Amateur Sport Development
 USA Women's Volleyball team 3
 Miss Hawaii and her band
 Nevada Senior Wrestling
 North West Basketball Camp
 - Girls Basketball team 1
 North West Basketball Camp
 - Boys Basketball team 2
 The Gymnastic Spot
 Gymnastics Pacifica
 The Pacific Fleet Band
 Roanoke Academy of Gymnastics
 Arizona Senior Wrestlers
 Amateur Sport Development USA Aerobics team 4
 Amateur Sport Development USA Aerobics team 5
 Amateur Sport Development USA Aerobics team 6
 John Pancott Gymnastics Club

Rebounders Gymnastics Club
 Massachusetts Girls Soccer Club
 Stanford University Marching Band
 Derby Roppers
 Ozzie Roppers
 Sunshine Skippers
 Sweat and Smile Aerobics
 The Dancing Raisins
 California body builder #1
 California body builder #2
 Sport for Understanding Girls Volleyball
 Youngstown Gymnastics
 Amateur Sport Development USA Boys Basketball team 7
 Amateur Sport Development USA Girls Basketball team 8
 Amateur Sport Development USA Girls Basketball team 9
 North West Basketball Camp Girls Volleyball team 3
 Hoosick Falls Soccer Club
 Amateur Sport Development USA Girls Basketball team 10
 Amateur Sport Development USA Girls Basketball team 11
 Royal T's Gymnastics Club
 Saints Gymnastic Club
 Amateur Sport Development USA Boys Basketball team 12
 Amateur Sport Development USA Aerobics team 13
 Gymnastic Chalet
 Bart Conner
 Woodland Gymnastic Club
 Gymnastic Academy of Boston
 Richmond Gymnastic Academy
 Amateur Sport Development
 USA Men's Wheelchair Basketball team 14
 Amateur Sport Development
 USA Men's Wheelchair Basketball team 15
 Amateur Sport Development
 USA Wheelchair Table Tennis team 16
 Amateur Sport Development
 USA Wheelchair Tennis team 17
 BMX Free style Bicycle team
 7th Fleet Band
 Colorado Skip Its
 Alaskan Dog Sled
 Chevak Dancers
 The Alaskan Critters
 Nathan Carving a Totem Pole
 Hobo Jim and Friends
 World Record Hacky Sack Attempt
 Former NFL Star Al Dixon
 Former NFL Star Don Maynard
 Former NFL Star Lynn Dickey
 Gold Coast Raiders Football
 Kona Hot Air Balloon
 Team Handball
 Queensland Volleyball
 Queensland Aerobics
 Bausch and Lomb Vision Testing
 Queensland Martial Arts
 University of Queensland Fitness Assessments
 Springfield High School Band
 Team Frisbee USA
 Iowa Skippers Special Touring Team
 Team Hacky Sack USA

The New Boeing Daredevils
 California Seltzer Aerobics
 Indiana Thumpers

SPORTS EXPERTS

Nancy Clark	- Sports nutritionist from Brookline, Massachusetts
Bart Connor	- The most celebrated and decorated gymnast in the history of United States gymnastics
Dr. Charles Corbin	- Professor at the University of Arizona and a fitness and development expert
Dr. Charles Dillman	- Director of Sports Science at the United States Olympic Committee and an eminent biomechanist
Andy Fleming	- National Sports Coordinator for the Paralyzed Veterans of America
Dr. Phillip E. Irion	- Chairman of the Visual Performance and Safety Committee of the United States Olympic Committee
Dr. Charles Korr	- Professor at the University of St. Louis, an internationally known sports historian, and the author of numerous works on the history of sports
Dr. Dan Landers	- Professor of Physical Education at Arizona State University and an eminent sports psychologist
Dr. John Lucas	- Professor at Penn State University and a specialist in the history of the Olympic movement
Susan Newman	- Former Executive Director of the Scott Newman Foundation, an organization devoted to drug abuse problems
Dr. Roberta Park	- Chairman of the Department of Physical Education at the University of California at Berkeley
Ed Seiler	- Member of the American College of Sports Medicine and the National Athletic Trainers Association
Dr. James Skinner	- Director of the Department of Health and Physical Education at the University of Arizona
Dr. Richard H. Strauss	- Professor of Preventive Medicine at Ohio State University and a physician for the Drug Control Program for the U.S. Olympic Committee
Dr. Jack Wilmore	- Past President of the American College of Sports Medicine and is Chairman of the Department of Physical Education at the University of Texas